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ABSTRACT OF THE DISCLOSURE

A computer-implemented method, including receiving a first request by a content provider to be notified regarding an occurrence of an event, detecting the occurrence of the event automatically with a processing device, automatically generating a message containing information regarding the event, transmitting the message to a computer or a communication device associated with the content provider, receiving a second request to create an affiliated marketing relationship between the content provider and a merchant associated with the event, wherein the second request is transmitted from the computer or the communication device associated with the content provider, processing the second request and establishing the affiliated marketing relationship between the content provider and the merchant, and storing information regarding the affiliated marketing relationship in a database or a memory device.